



MISSOURI DIVISION OF TOURISM

MAY 2023 MISSOURI TRAVEL
BAROMETER
(DATA AVAILABLE AS OF 6/20/2023)



Calendar Year-to-Date

Tourism-Related Sales Revenue by Year

Calendar Year

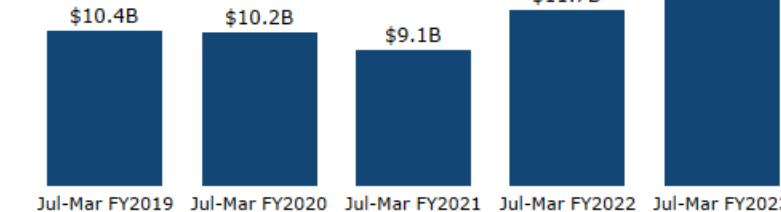


Jan-Mar 2023
Tourism-Related Sales
Revenue
\$4.1B
▲ 12.2% vs. STLY
▲ 25.0% vs. 2019

Fiscal Year-to-Date

Tourism-Related Sales Revenue by Year

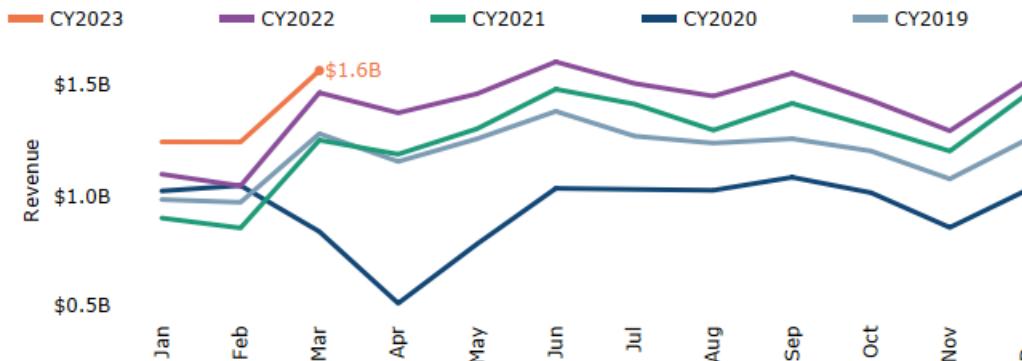
Fiscal Year



Jul-Mar FY2023
Tourism-Related Sales
Revenue
\$12.8B
▲ 9.3% vs. STLY
▲ 25.2% vs. FYTD2020

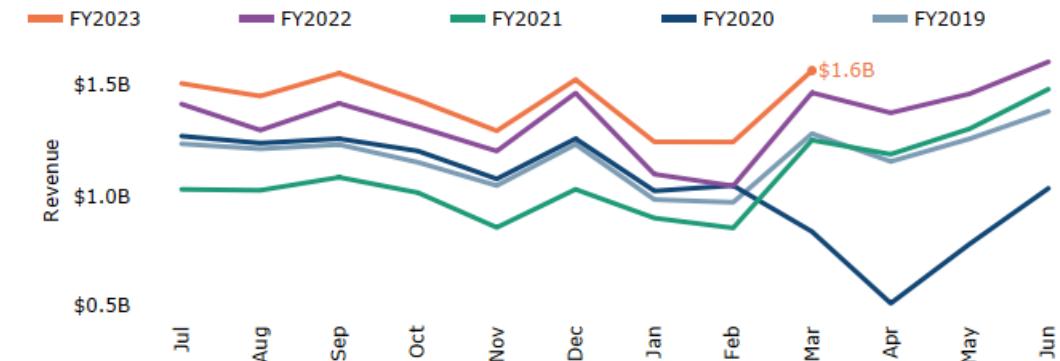
Tourism-Related Sales Revenue by Month

Calendar Year



Tourism-Related Sales Revenue by Month

Fiscal Year



Note: NAICS codes fluctuate by month and by season even in a normal year
STLY = Same Time Last Year

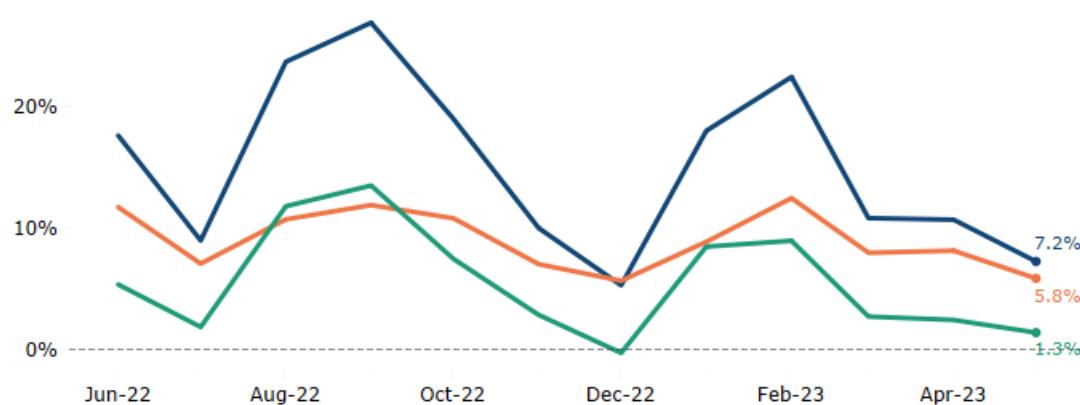
Hotel Performance

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
May 2023	60.3%	\$121	\$73	3.4M	2.0M	\$246.3M
Change vs. Previous Year	▲ 1.3%	▲ 5.8%	▲ 7.2%	▼ -0.7%	▲ 0.6%	▲ 6.5%
Year-to-Date	53.8%	\$116	\$62	16.2M	8.7M	\$1.0B
Change vs. Previous Year	▲ 4.2%	▲ 8.0%	▲ 12.5%	▼ -0.5%	▲ 3.6%	▲ 12.0%

STR Monthly Lodging Trends

% Change from Previous Year

■ Occupancy % Change ■ ADR % Change ■ RevPAR % Change



Source: STR
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Calendar Year-to-Date

Jan-May 2023 Visits
1.2M
▲ 17.6% YOY



Top Content

thats-my-mo	39%
Home page	22%
things-to-do	17%
articles	7%
events	6%

Fiscal Year-to-Date

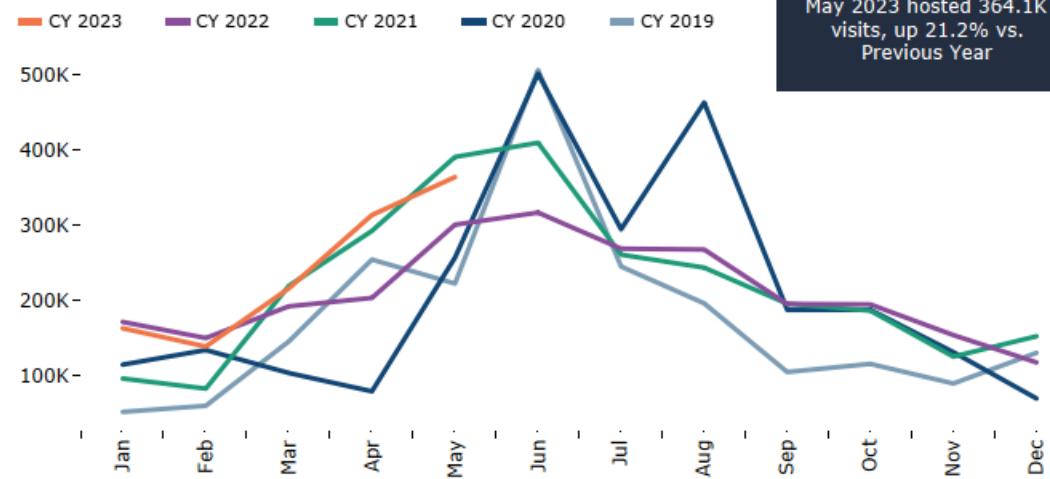
Jul-May FY2023 Visits
2.4M
▲ 9.8% YOY



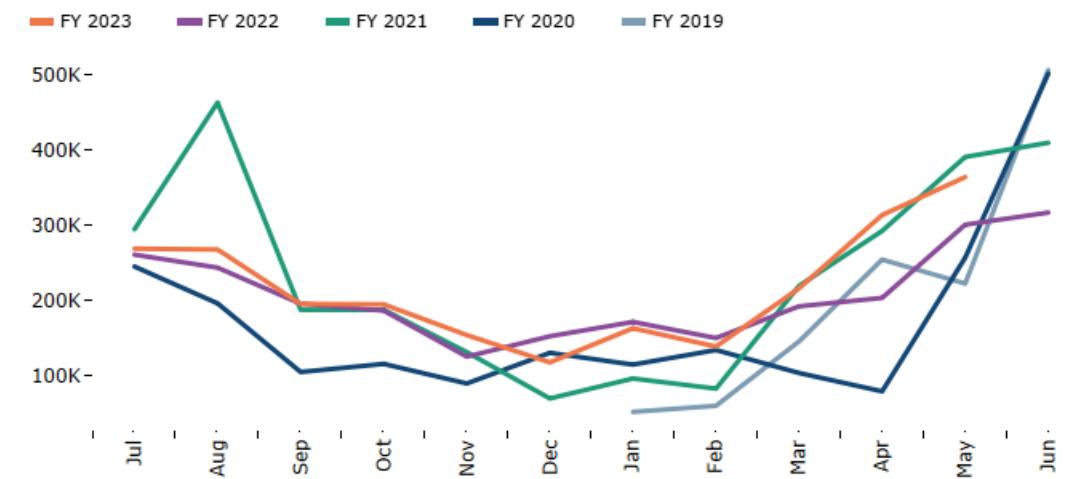
Top Content

thats-my-mo	37%
things-to-do	20%
Home page	13%
articles	7%
events	7%

Calendar Year Visits to VisitMO.com by Month

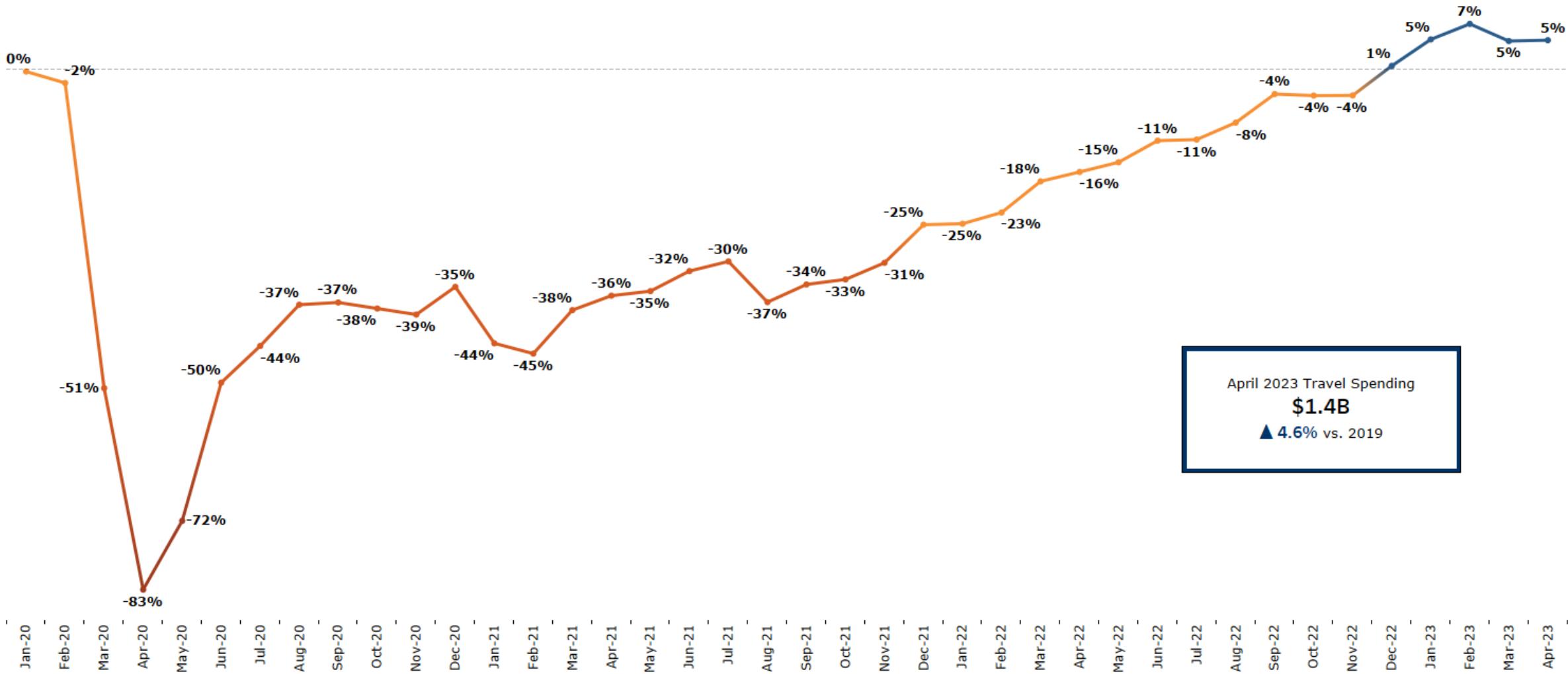


Fiscal Year Visits to VisitMO.com by Month



Travel Spending in Missouri

% Change from the same month in 2019



April 2023 Travel Spending
\$1.4B
 ▲ 4.6% vs. 2019

Travel Guide Fulfillment

May 2023
19.0K
▲ 92.8% vs. STLY

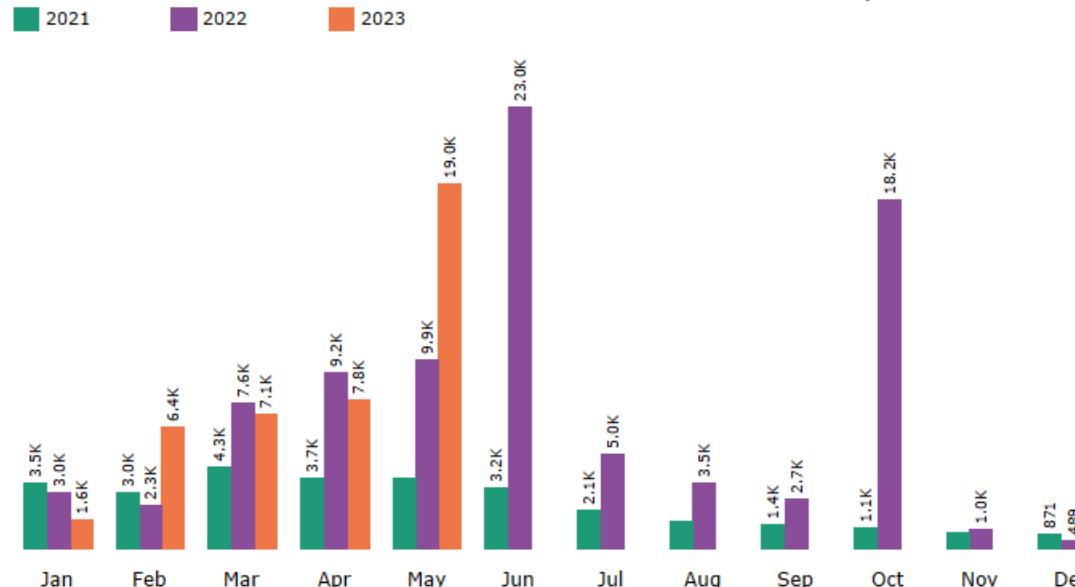
Jan-May 2023
41.9K
▲ 30.8% vs. STLY

Welcome Center Visits

May 2023
40.3K
▲ 22.2% vs. STLY

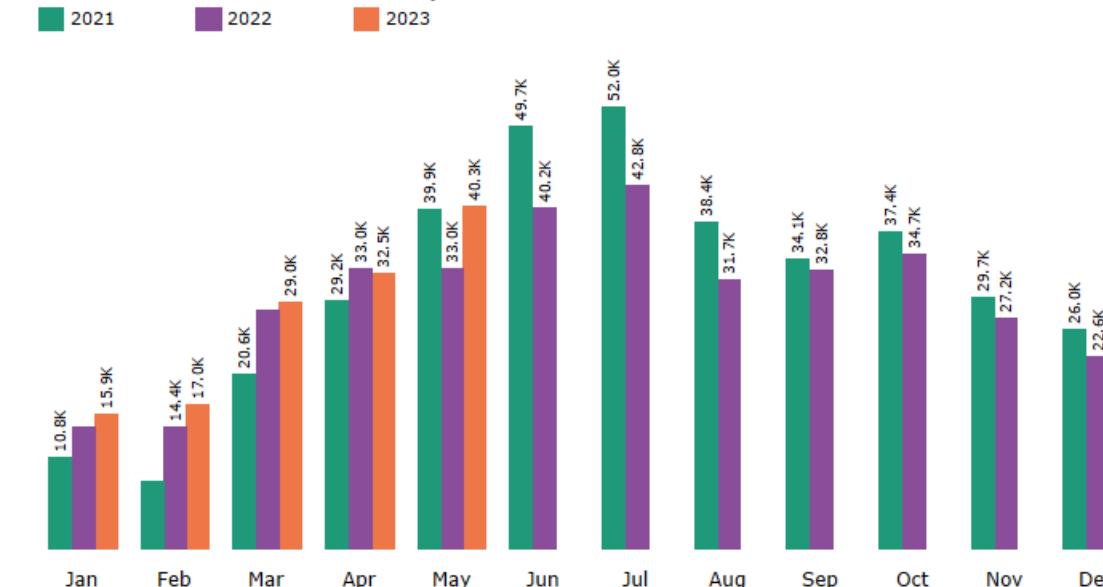
Jan-May 2023
134.7K
▲ 9.7% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month



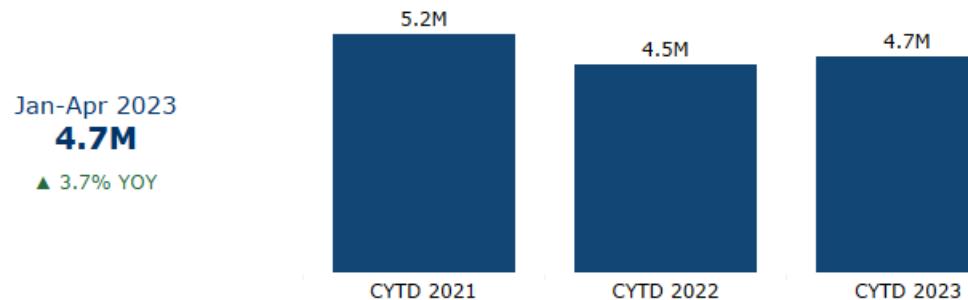
Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

Welcome Center Visits by Month

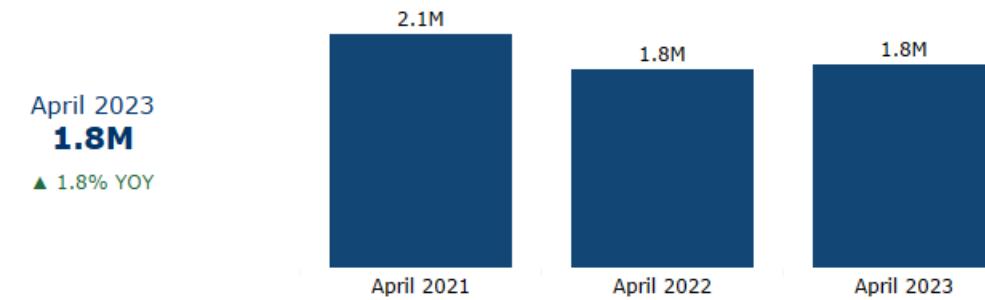


Note: The Welcome Centers were closed March 18th-May 31st due to social distancing orders. The centers started closing on weekends on 8/16/2020 (the centers were not open on weekends in 2019 from Jan-Mar.). The Kansas City Welcome Center closed at the end of September, and the Hannibal and St. Louis Centers closed at the end of October. In November 2020, the centers switched to being open only Thursday - Monday. On 2/16/2021 the centers switch to being open only Tuesday - Saturday. On 4/11/2021 the centers resumed being open on Sundays with Mondays the only closed days. On 5/10/2021 the centers started opening 7 days a week.

Calendar Year-to-Date Visitation

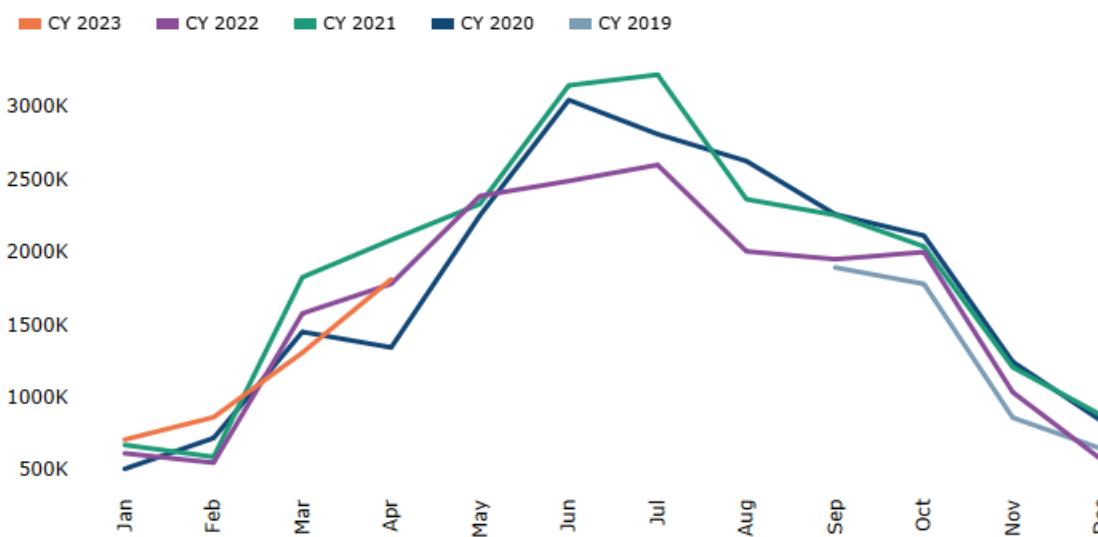


Monthly Visitation

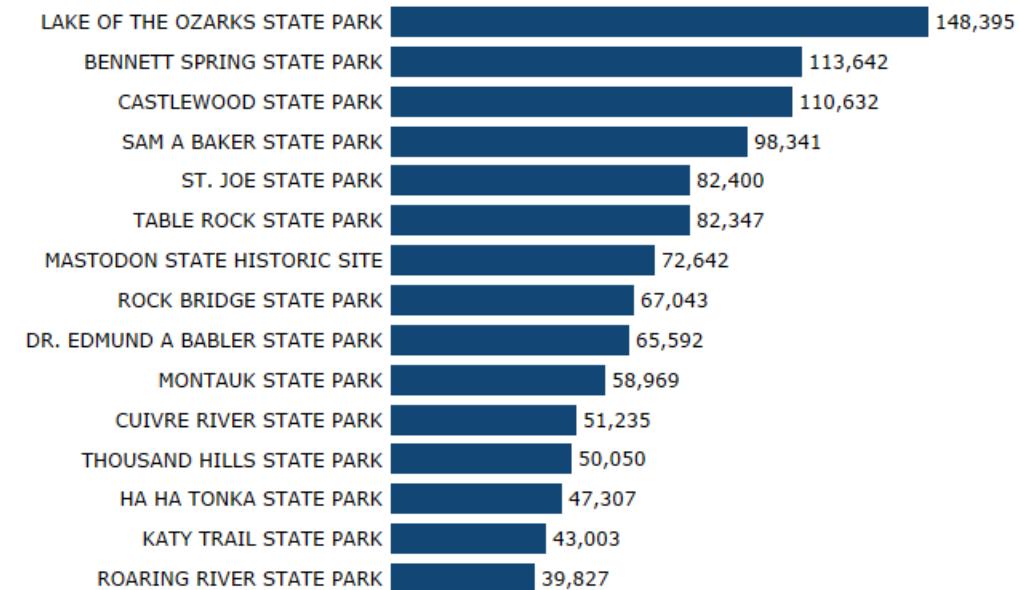


State Parks Visitors by Month

All Missouri State Parks



Most Visited Missouri State Parks in April 2023





Attendance by Park

2019 2022 2023



Gateway Arch NP
Jan-Apr
+30.4% vs. Previous Year
+0.3% vs. 2019



Ozark NSR
Jan-Apr
+0.1% vs. Previous Year
+0.9% vs. 2019



Wilson's Creek NB
Jan-Mar
+9.6% vs. Previous Year
+122.4% vs. 2019



George Washington Carver NM
Jan-Apr
+26.3% vs. Previous Year
-37.3% vs. 2019



Harry S Truman NHS
Jan-May
+37.9% vs. Previous Year
-10.5% vs. 2019



Ulysses S. Grant NHS
Jan-Feb
+50.1% vs. Previous Year
+82.0% vs. 2019

Note: The visitor centers at the Wilson's Creek NB, the George Washington Carver NM and the Harry S Truman NHS closed in mid-March 2020 due to Covid-19 precautions. Truman's home was also closed, but the farm grounds remained open. At the Gateway Arch NP, Tram Rides to the top of the Arch resumed on September 1, 2020 but the Old Courthouse remains closed for renovations.

Airport Throughput by State

May 2023

Month
May 2023

State 1
Missouri

State 2
Kansas

State 3
Tennessee



MO State Throughput
May 2023

1,196.5K

MOM
▲ 38.2%

YOY
▼ -1.9%

vs 2019
▼ -2.0%

Competitive Set Throughput

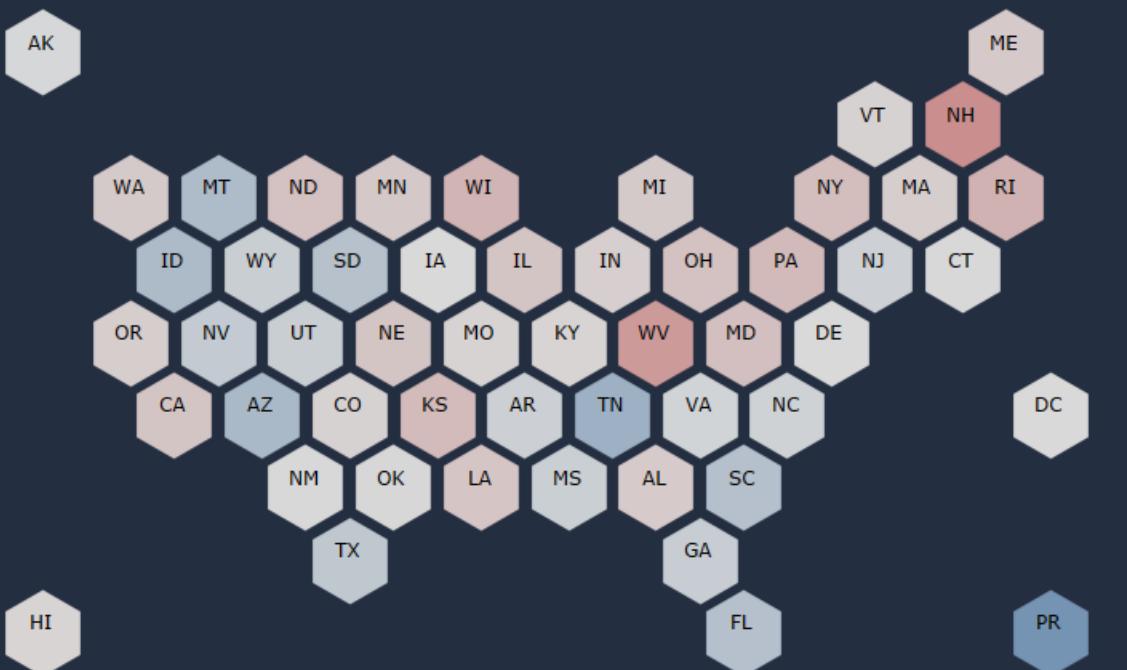
Last 6 months, vs the same months in 2019

	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23
Kansas	-14%	-5%	-4%	-6%	-1%	-11%
Missouri	-19%	-5%	-4%	-2%	-1%	-2%
Tennessee	-1%	17%	18%	19%	22%	19%
USA	-13%	-1%	0%	-1%	1%	0%

Throughput by State of Departure

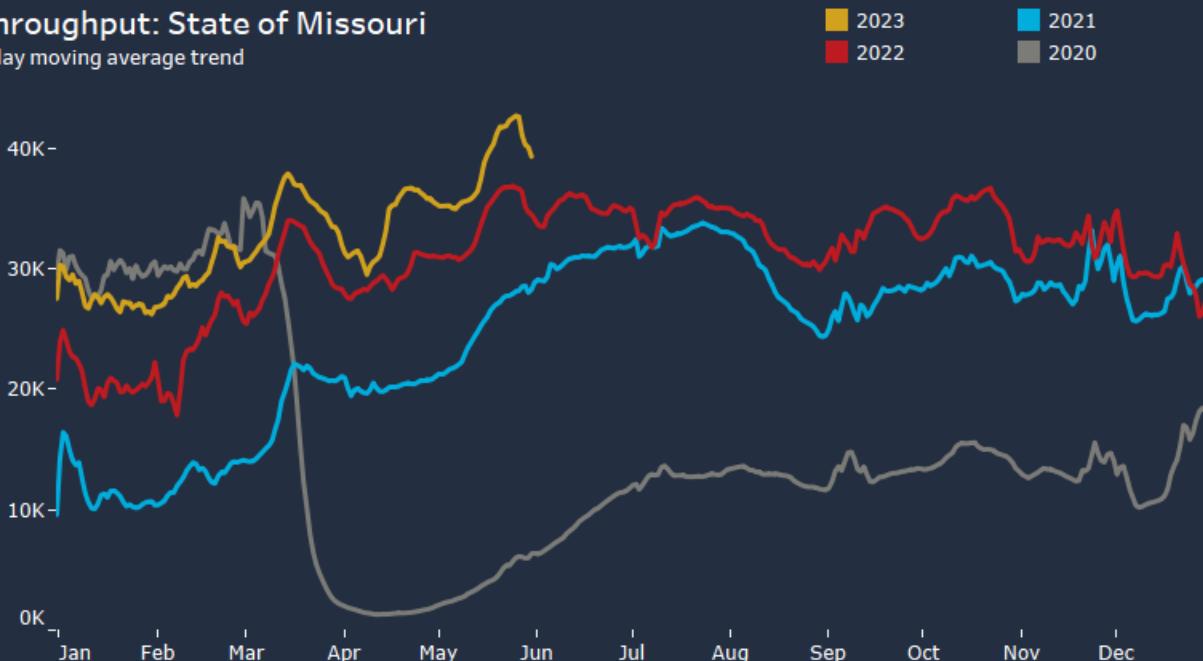
May 2023 vs the same month in 2019

Throughput %CH 2019
-100% 100%



Throughput: State of Missouri

7 day moving average trend



Missouri Throughput by Airport

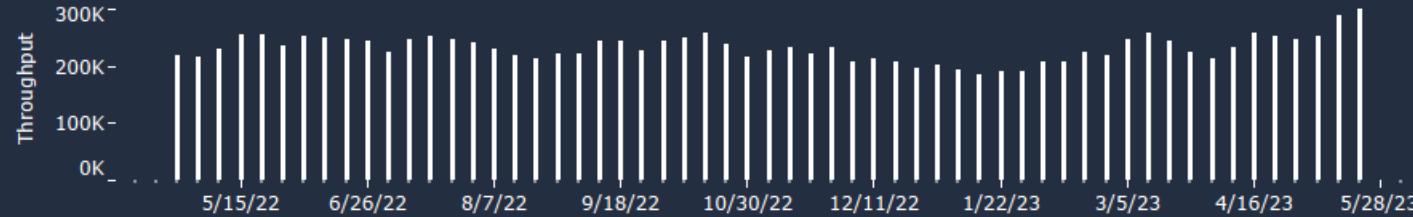
May 2023

Month
May 2023

State
Missouri

Throughput by Week

State: Missouri; Airport: All



Missouri Airports

Throughput for the last 6 months, % change compared to 2019

	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23
St. Louis Lambert International	-18%	-4%	-4%	-4%	-4%	-3%
Kansas City International	-20%	-6%	-4%	0%	2%	0%
Springfield/Branson National	-13%	7%	6%	5%	6%	6%
Columbia Regional	-40%	-10%	-3%	-13%	29%	-22%
Joplin Regional	-75%	-68%	-62%	-60%	-65%	-59%
Cape Girardeau Municipal	-33%	-35%	-29%	-37%	-36%	-42%
Waynesville Regional	-35%	-9%	8%	1%	6%	5%
Kirksville Regional	-33%	27%	1%	-18%	-24%	-21%
Branson Airport					-100%	-100%

Map View of Airports

May 2023, % change relative to 2019

Click on airports to sort Throughput by Week chart

